

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMK2024 – CONSUMER BEHAVIOUR

(All sections / Groups)

12 MARCH 2019
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages (excluding the cover page) with **FOUR (4)** questions only.
2. Attempt all **FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Attempt all FOUR (4) questions.

Question 1

The external objects that we consider a part of us make up our extended selves. Many material objects can help to form a person's identity. Discuss the extended self and provide a description of each level of the extended self.

(25 marks)

Question 2

(a) There are a few types of message appeals that we may use to communicate. Whether to use emotion or rational argument depends on the situation. It may depend on the nature of the product and the relationship consumers have with the product itself.

Choose any **ONE (1)** message appeal and its relevant product (either physical goods or service). How does this product communicate the message appeal? Justify your answer.

(10 marks)

(b) Grocery shopping, start to finish, is a cunningly orchestrated process. Every feature of the store is designed to entice customers through their sensory systems. Discuss any **THREE (3)** sensory systems that creates significant impact to customers.

(15 marks)

Question 3

A cognitive purchase decision is the outcome of a series of stages that results in the selection of one product over competing options. Choose any Fast Moving Consumer Good (FMCG) product, and discuss all **FIVE (5)** stages in Consumer Decision Making.

(25 marks)

Continued...

Question 4

Malaysia's consumer lifestyle has been evolving due to rising affluence and education levels. Malaysians are becoming more westernized, sophisticated and cosmopolitan (Santander, 2019). Due to Malaysians' increasing purchasing power, their tendency to shop is higher. Explain any **FIVE (5)** possible reasons that may influence customers to shop.

(25 marks)

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